



Commonwealth of Kentucky Energy and Environment Cabinet

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FOR IMMEDIATE RELEASE

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Kentucky Heritage Land Conservation Fund to Sponsor Video Contest

Kentucky students compete to create public service announcement

Frankfort, Ky. (Aug. 12, 2013) – Kentucky students will have an opportunity this fall to help raise awareness of the Kentucky Heritage Land Conservation Fund's (KHLCF) "Nature's Finest" license plate programs. KHLCF is seeking creative and original videos from high school, college, trade or professional school students in Kentucky that describe what the Heritage Land Conservation Fund does and its importance to Kentucky.

Since 1993, the KHLCF has granted money to state agencies and local governments to purchase over 80,000 acres of natural areas (i.e., undeveloped land) from willing sellers. KHLCF's goal is to preserve these areas in their natural state forever, for a number of important reasons. They may be important to migratory birds, provide a habitat for rare and endangered species, prevent loss or alteration of ecosystems, or serve as settings for public outdoor recreation and education. A portion of KHLCF's funding comes from the sale of "Nature's Finest" license plates.

The contest begins Aug. 15, 2013. All submissions should be either 60 or 180 seconds in length and must address the following questions:

- What does the KHLCF program do?
- Why is this program important to Kentucky?

- Why are sales of the “Nature’s Finest” license plate essential to the KHLCP program?

Entries will be grouped into two categories: (a) a solo artist submission (one person, one body of work created solely by the entrant); and (b) a group effort submission (production by a group of students).

The deadline for entries is June 16, 2014. First and second place winners will receive cash prizes of \$500 and \$250, respectively. The third place winner and runner-up will each receive honorable mention and a signed Certificate of Achievement. Winning entries will be posted on YouTube. Rules and detailed information about the 2014 KHLC Board Public Service Announcement Video Contest can be found at <http://heritageland.ky.gov>.

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Help us spread the word about “Nature’s Finest!”

